



# EuroShop

The World's No. 1 Retail Trade Fair  
**22 – 26 FEBRUARY 2026**  
 Düsseldorf · Germany  
[www.euroshop-tradefair.com](http://www.euroshop-tradefair.com)

## EuroShop 2023 EuroShop 2023 - Fair Profile

Preliminary data; subject to change  
 (VG-GE-MF/March 2023)

<b>Exhibitors total</b>	<b>1,824</b>
Exhibitors Germany	515
Exhibitors other countries	1,309
<b>Number of countries</b>	<b>54</b>

<b>Net space total (sqm)</b>	<b>102,927</b>
Net space Germany	29,614
Net space other countries	73,313

<b>accredited journalists</b>	<b>518</b>
<b>Number of countries</b>	<b>35</b>

<b>Visitors total</b>	<b>81,484</b>
-----------------------	---------------

Visitor data from registry:	
<b>From Europe</b>	<b>83 %</b>
Germany	34 %
Other Europe	49 %
<b>From Non-European countries</b>	<b>17 %</b>
America	7 %
Asia	7 %
Africa	2 %
Australia/Oceania	1 %
<b>Number of countries</b>	<b>140</b>

<b>TOP 10 visitor countries</b>
---------------------------------

Visitor data from registry: (Basis: all foreign visitors)	
The Netherlands	9 %
Italy	8 %
Great Britain and Northern Ireland	5 %
France	5 %
Belgium	5 %
Poland	4 %
Spain	4 %
USA	3 %
Türkiye	3 %
Switzerland	3 %

### Quality and structure of trade visitors

Based on the results of a total of 2.369 interviews including 2.322 interviews with trade visitors (98%) during EuroShop 2023 conducted as CASI (Computer Assisted Self Interview)

<b>Industrial sector*</b>	
<b>Retail</b>	<b>43 %</b>
Food retail	18 %
Fashion/apparel/footwear	8 %
Furniture and furnishings	5 %
other retail	11 %
<b>Wholesale</b>	<b>7 %</b>
<b>Services</b>	<b>14 %</b>
Architecture, design and engineering firms	3 %
Stand construction	2 %
Advertising agency, graphic design	2 %
IT and security industry	2 %
other services	5 %
<b>Industry</b>	<b>14 %</b>
Shop fitting industry	4 %
Consumer goods industry	2 %
Capital goods industry	1 %
other industry	7 %
<b>Other</b>	<b>17 %</b>
<b>Decision making powers*</b>	
Decisive	30 %
Contributory (jointly decisive)	30 %
Advisory function (consultative)	21 %
Not involved	14 %

<b>Area of responsibility*</b>	
Business/company/ plant management	22 %
Sales, distribution	12 %
Marketing, advertising, PR	9 %
Shop building, fitting, design	7 %
Research and development	7 %
Buying, procurement	7 %
IT (information, communication technology)	7 %
Manufacture, production, quality control	4 %
Visual Merchandising	4 %
Business Development	3 %
E-Commerce	3 %
Other	10 %
<b>Reasons for visit</b> (Several answers possible)	
See new developments/trends	31 %
Find new suppliers	25 %
Identifying new business partners	20 %
Contact with existing suppliers/ business partners	19 %
Networking	16 %
Preparing/ implementation of purchase decisions	7 %

<b>Occupational position*</b>	
Top-Management	52 %
Middle-Management	20 %
other	23 %
<b>Interest in product ranges</b> (Several answers possible)	
Shop Fitting, Store Design & Visual Merchandising	46 %
Retail Technology	45 %
Retail Marketing	33 %
Materials & Surfaces	24 %
Expo & Event Marketing	24 %
Lighting	23 %
Refrigeration & Energy Management	22 %
Food Service Equipment	13 %
<b>New suppliers were found</b>	
Yes	47 %
<b>Overall assessment</b>	
Satisfied	95 %
<b>Recommendation</b>	
Yes	94 %



Messe Düsseldorf GmbH  
 P.O. Box 10 10 06 \_ 40001 Düsseldorf \_ Germany  
 Tel. +49 211 4560 01 \_ Fax +49 211 4560 668

[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)



\*Difference to 100% = Pupils, Students, not employed (5%)